

Subject: This week from CCA (CCA Delivers - January 19, 2017)
From: "Central City Association" <jdanganan@ccala.org>
Date: 01/19/2017 05:46 PM
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CCA Delivers

CCALA.org

January 19, 2017

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Housing, Land Use and Development Committee

This week, members learned about new development projects in the Fashion and Arts Districts in Downtown Los Angeles. All four projects were unanimously supported and will bring new investment, jobs and housing to our city center.

The REALM Group and Urban Offerings presented the first project located at 7th and Maple Streets in the Fashion District. The site is currently a surface parking lot. As proposed, this project will be a 33-story tower featuring 452 residential units including 19 live/work units and 11% of the units will be dedicated affordable housing. It will also have 13,603 square feet (SF) of ground floor commercial space and an active paseo that connects to Santee Village. The development team shared their vision for the Fashion District and referenced the connective energy of 7th Street which links restaurant row, Metro stations and the Arts District.

Jade Enterprises provided a presentation of the Harris Development located at 110 W. 11th Street in the Fashion District. This adaptive reuse project transformed a 1923 building into 52,000 SF of office space and 6,500 SF of retail and restaurant space at street level facing Main and 11th Streets.

Our next presentation was regarding the Frontier Development at 1100 S. Main Street in the Fashion District. This project will be an eight-story complex consisting of 379 apartments and 26,000 SF of office, dining and neighborhood-serving retail and 11% of the residential units will be affordable. Jade Enterprises is developing this project and it will feature a 4,000 SF mid-block pocket park and is utilizing Type III, Triple Podium construction. The Frontier Development will build on the momentum of this corridor and complement the existing Ace Hotel and the up-coming Case and Hoxton Hotels.

EVENTS CALENDAR

THURSDAY, JANUARY 26

6:00 – 8:00 p.m.

LAUS FORECOURT AND
ESPLANADE IMPROVEMENTS
PROJECT SCOPING MEETING

Los Angeles Union Station
(Historic Ticketing Concourse)
800 North Alameda Street
Los Angeles, CA 90012

FRIDAY, JANUARY 27

8:30 a.m. - 5:00 p.m.

THE 31ST ANNUAL LAND USE LAW
& PLANNING CONFERENCE

Millennium Biltmore Hotel

SATURDAY, JANUARY 28

NIGHT ON BROADWAY

THURSDAY, FEBRUARY 16

RAPID RECOVERY SERIES

8:00 – 9:00 a.m.

LA City Emergency Operation Center
Media Room
500 E. Temple Street
Los Angeles, CA 90012

WEDNESDAY, FEBRUARY 22

11:00 a.m. - 1:30 p.m.

CCA'S ECONOMIC FORECAST FOR
DTLA

Millennium Biltmore Hotel

THURSDAY, MAY 11

11:00 - 1:30 p.m.

CCA'S 23RD ANNUAL TREASURES
LUNCHEON

Westin Bonaventure Hotel & Suites

COMMITTEE CALENDAR

Our final project presentation was the 2110 Bay Development in the Arts District in close proximity to Soho House and Hyperloop. This mixed-use development is being proposed in the Arts District by JADE Enterprises and will consist of three buildings on a 1.8 acre site. It features a 110-unit live/work tower with 11% affordable units, a 100,000 SF office building and the final building will be a stand-alone retail structure. The development will utilize entirely Type I construction with three levels of subterranean parking and the design emphasizes the California lifestyle and outdoor living. At the heart of the project is a stand-alone structure with lots of outdoor amenities, however it is fully covered but still permeable. This public gathering area will be accessible with multiple paseos.

CCA thanks **Darrin Olsen, Dean Nucich, Alex Irvine, Daniel Taban and Tanner Blackman** for their presentations and remarks.

Member Feedback

It is a top priority for Jessica Lall, CCA's new CEO & President, to hear directly from members. If you have not already done so please take a moment to [fill out our Committee Meeting survey](#).

Arts District Station Update

Testifying before Metro's System Safety, Security and Operations Committee, CCA spoke in favor of a motion to take a holistic approach to the Arts District's railyard on Thursday morning. We have been consistently advocating for at least one Red / Purple Line station in the Arts District. Metro's current plans for widening a portal under the 101 freeway into the Arts District rail yard and an accompanying "turnback facility" would make a station in the area infeasible. [CCA submitted a letter to Metro](#) that identified several inadequacies in its proposed Mitigated Negative Declaration for the project.

[The motion](#) was introduced by several Metro board members and requires staff to only consider plans that keep station options open and requires them to consider the yard as a whole and not plan for it in a piecemeal basis. Approximately two dozen business owners and community members also testified in favor of the motion, which the committee approved unanimously.

The full Metro board will consider the motion at its monthly meeting next Thursday. CCA invites all members to submit comments to the board, on line or in person at the meeting. For more information, please contact CCA's Director of Government Relations, [John Howland](#).

WEDNESDAY, JANUARY 25
8:30 - 10:00 a.m.

DOWNTOWN 2030

Topics: *DTLA 2040; re:code LA Update*

Special Guests: *Brian Eck and Tom Rothmann, City Planning*

THURSDAY, FEBRUARY 2
8:30 - 10:00 a.m.

GOVERNMENT RELATIONS

Topics: *Sidewalk Vending Framework; Citywide Economic Development*

Special Guests: *Dennis Gleason, Office of Councilmember Joe Buscaino; Jan Perry, Economic & Workforce Development Department*

CCA IN ACTION



On Tuesday, CCA testified before the South Los Angeles Area Planning Commission in support of the 1100 West Washington Blvd. project. This medical office building will provide various outpatient services to a neighborhood that lacks sufficient healthcare providers and services.

For more information, please contact CCA's Director of Government Relations, [John Howland](#).

On Wednesday, CCA joined dozens of others in supporting Caruso Affiliated's 333 La Cienega project at the Planning and Land Use Committee. Caruso's commitment to include affordable units along with major offsite improvements to the surrounding streets is an excellent

example of how development should be done.

For more information, please contact CCA's Director of Government Relations, [John Howland](#).



CCA IN THE NEWS

"It's great news that crime rates are down. We're coming off a year that had big spikes. But perception really does matter. Are people navigating more tents and meeting more panhandlers? If it's happening more aggressively, that has an impact on people's activity," said CCA President & CEO Jessica Lall. [Downtown News](#), January 16, 2017. ["Violent Crime Falls in Downtown."](#)



CCA MEMBERS IN THE NEWS

"Remarkable increases in the amount of mobile traffic are driving the demand for more robust broadband capacity throughout metro areas. Small cell technology allows national mobile providers not only to extend their coverage, but also to increase quality and improve user experiences," said Jon DeLuca, Wilcon. [L.A. Business Journal](#), January, 16, 2017. ["Wilcon Plans to Wire Downtown Los Angeles to Aid Increased Cell Demand"](#)

"Far from experiencing a housing boom, Los Angeles is almost 30 years into a prolonged housing slump," said Shane Phillips, Abundant Housing LA & LA Streetcar Inc. [Los Angeles Times](#), January 17, 2017. ["Don't listen to the backers of Measure S. Los Angeles isn't overdeveloped; we're in a housing slump"](#)



NEW MEMBERS

Downtown Industrial Business Improvement District
Hudson Pacific Properties

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